

UNITED STATES DEPARTMENT OF JUSTICE
WASHINGTON, D.C. 20530

Form OBD-68
(Rev 10-14-76)
Formerly DJ-307
for

AMENDMENT TO REGISTRATION STATEMENT

Pursuant to the Foreign Agents
Registration Act of 1938, as amended.

RECEIVED
U.S. DEPARTMENT
OF JUSTICE
CRIMINAL DIVISION
DEC 14 3 29 PM '81
INTERNAL SECURITY
SECTION
REGISTRATION UNIT

1. Name of Registrant Ruder & Finn Incorporated	2. Registration No. 1481
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3. This amendment is filed to accomplish the following indicated purpose or purposes:

- ☐ To correct a deficiency in
- ☐ Initial Statement
- ☐ Supplemental Statement for _____
- ☐ To give notice of change in an exhibit previously filed.
- ☐ To give a 10-day notice of a change in information as required by Section 2(b) of the Act.
- ☒ Other purpose (specify) To register spot assignment for the Agnelli Foundation

4. If this amendment requires the filing of a document or documents, please list -

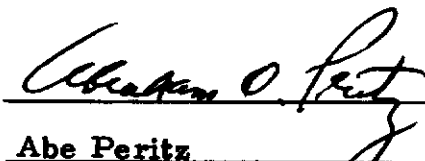
Exhibit A attached
Exhibit B with letter of agreement attached.

5. Each item checked above must be explained below in full detail together with, where appropriate, specific reference to and identity of the item in the registration statement to which it pertains. If more space is needed, full size insert sheets may be used.

Ruder & Finn has been given a spot assignment by the Agnelli Foundation, to publicize an exhibit "Italy: A Country Shaped by Man"

The undersigned swear(s) or affirm(s) that he has (they have) read the information set forth in this amendment and that he is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his (their) knowledge and belief.

(Both copies of this amendment shall be signed and sworn to before a notary public or other person authorized to administer oaths by the agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions who are in the United States, if the registrant is an organization.)


Abe Peritz
Controller

Subscribed and sworn to before me at New York, N.Y.

this 30th day of November, 19 81

My commission expires _____
JOSEPHINE L. COLON
Notary Public, State of New York
No. 01-0714870 Qual. in N. Y. Co.
Cert. filed in Qns., Kings & Bx., Cts.
Commission Expires March 30, 1983


(Notary or other officer)

DOJ

EXHIBIT A
TO REGISTRATION STATEMENT

Under the Foreign Agents Registration Act of 1938, as amended

Furnish this exhibit for EACH foreign principal listed in an initial statement
and for EACH additional foreign principal acquired subsequently.

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1. Name and address of registrant
Ruder & Finn Incorporated
110 East 59th Street
New York, NY 10022

2. Registration No.
1481

3. Name of foreign principal
Agnelli Foundation

4. Principal address of foreign principal
Via Ormea 37
10125 Torino, Italy

5. Indicate whether your foreign principal is one of the following type:

☐ Foreign government

☐ Foreign political party

☒ Foreign or ☐ domestic organization: If either, check one of the following:

☐ Partnership

☐ Committee

☐ Corporation

☐ Voluntary group

☐ Association

☒ Other (specify) Foundation

☐ Individual - State his nationality _____

6. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant.

Not applicable

b) Name and title of official with whom registrant deals.

7. If the foreign principal is a foreign political party, state:

a) Principal address

Not applicable

b) Name and title of official with whom the registrant deals.

c) Principal aim

8. If the foreign principal is not a foreign government or a foreign political party,

a) State the nature of the business or activity of this foreign principal

Private Foundation

b) Is this foreign principal

Owned by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Directed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒

Controlled by a foreign government, foreign political party, or other foreign principal . . Yes ☐ No ☒

Financed by a foreign government, foreign political party, or other foreign principal . . . Yes ☐ No ☒

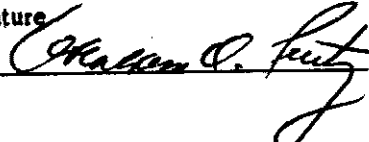
Subsidized in whole by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

Subsidized in part by a foreign government, foreign political party, or other foreign principal Yes ☐ No ☒

9. Explain fully all items answered "Yes" in Item 8(b). (If additional space is needed, a full insert page may be used.)

Not applicable

10. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

Date of Exhibit A November 30, 1981	Name and Title Abraham D. Peritz, Controller	Signature 
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UNITED STATES DEPARTMENT OF JUSTICE
Washington, D.C. 20530

EXHIBIT B

TO REGISTRATION STATEMENT
Under the Foreign Agents Registration Act
of 1938, as amended

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INTERNAL SECURITY
SECTION
REGISTRATION UNIT

INSTRUCTIONS: A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements; or, where no contract exists, a full statement of all the circumstances, by reason of which the registrant is acting as an agent of a foreign principal. This form shall be filed in duplicate for each foreign principal named in the registration statement and must be signed by or on behalf of the registrant.

Name of Registrant	Name of Foreign Principal
Ruder & Finn Incorporated	Agnelli Foundation

Check Appropriate Boxes:

- ☐ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach two copies of the contract to this exhibit.
 - ☒ There is no formal written contract between the registrant and foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach two copies of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.
 - ☐ The agreement or understanding between the registrant and foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and the expenses, if any, to be received.
4. Describe fully the nature and method of performance of the above indicated agreement or understanding.

To publicize a Washington display of the exhibit:
"Italy: A Country Shaped By Man"


5. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

See attached letter of agreement

6. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act?^{1/} Yes ☐ No ☒

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose.

Not Applicable

Date of Exhibit B	Name and Title	Signature
November 30, 1981	Abraham D. Peritz Controller	

^{1/} Political activity as defined in Section 1(o) of the Act means the dissemination of political propaganda and any other activity which the person engaging therein believes will, or which he intends to, prevail upon, indoctrinate, convert, induce, persuade, or in any other way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

There it is the agreement

Giovanni Granaglia

signed by us. *Giovanni*

Fondazione Giovanni Agnelli
Via Ormea 37, 10125 Torino
Telef. 658666/658765

ER & FINN

September 14, 1981

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SECTION
REGISTRATION UNIT

Mr. Marcello Pacini
Director
Fondazione Giovanni Agnelli
Via Ormea 37, 10125 Torino
ITALY

Dear Mr. Pacini

We are extremely pleased that the Agnelli Foundation is retaining Ruder & Finn to work on the Washington display of the exhibit ITALY: A COUNTRY SHAPED BY MAN.

This will serve as a letter of agreement between the Agnelli Foundation and Ruder & Finn. It states the essential points of our several conversations and sets forth our policies regarding billing and operations.

1. The Agnelli Foundation hereby confirms that it is retaining Ruder & Finn as public relations counsel effective September 15, 1981 through November 14, 1981.

2. During that two-month period, Ruder & Finn will assist the Agnelli Foundation, its staff and its representatives in implementing a public relations program to promote the opening of the exhibit and attendance during the period of this agreement.

The suggestions set forth in the accompanying memorandum #1 consist of the basis of the originally conceived program Ruder & Finn will carry out for the Agnelli Foundation, although there will be a low key emphasis on item (g) Programming of live events. In addition, as necessary, Ruder & Finn will create and conduct an advertising campaign for the exhibit under the direction of the Agnelli Foundation. Any changes in this concept will be agreed to by representatives of the Agnelli Foundation and Ruder & Finn.

3. The Agnelli Foundation agrees to pay Ruder & Finn \$8,000 in fee for these services. One-half will be paid no later than September 25 and one-half no later than November 15.

4. Out-of-pocket expenses such as Xeroxing, messengers, taxi fares, travel, printing and postage for news releases, any lunches or refreshments for the media, etc., incurred

Mr. Marcello Pacini
September 14, 1981
page 2

on behalf of the Agnelli Foundation or its benefit will be charged against an account to be maintained by the Foundation's representative in Washington. These expenses will be accounted for in any manner which the Agnelli Foundation desires. Accompanying memorandum #II lists initial estimates of those expenses.

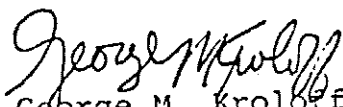
5. Any changes in this agreement or expenses which will be greater than the initial estimates in memorandum #II will be agreed to in advance and coordinated with representatives of the Agnelli Foundation so designated to make such decisions. The estimated Advertising budget for radio, television and newspapers will be reduced in accordance with a plan which will be submitted for agreement by the Agnelli Foundation next week.

6. The Agnelli Foundation agrees to indemnify and hold harmless Ruder & Finn against any claims which may be asserted against it and against legal fees and disbursements in connection therewith arising out of the publication, distribution and dissemination of information by Ruder & Finn provided by or on behalf of the client or arising out of any acts undertaken by Ruder & Finn on behalf of the client in the performance of services covered in this agreement.

A signature on this letter by both parties will initiate the agreement.

We look forward to working on this superb exhibit and to again have the pleasure of working with you and your organization.

With best wishes,



George M. Kroloff
President
Ruder & Finn/Washington

Accepted for
THE AGNELLI FOUNDATION



Date: 20 - 9 - 81

RUDER & FINN

#1

M E M O R A N D U M

DATE: September 9, 1981
TO: Giovanni Granaglia
FROM: George Kroloff, President
SUBJECT: OUTLINE



- 1) Ruder & Finn offers an outline of how the exhibition "ITALY: A COUNTRY SHAPED BY MAN" should be promoted.
- 2) The Strategy:

I Aims and Objectives

II Audiences

III Method

IV Timetable

- I) As far as we understand, the Aims and Objectives of the Agnelli Foundation are to gain visibility for the exhibit whose underlying theme is Italy's ingenuity, past and present. That key members of the Administration, diplomatic community, media, should be motivated to attend the exhibit, and comment and write about it and that attendance should be steady and strong.

II) Audiences would include Politicians, Scholars, Artists, Designers, Media, General Public.

- III) The Method of operation will depend to a large extent on the resources available to mount a visible program of promotion, the availability of key resource people to participate in media activity.

We would suggest that the ideal method of operation based on our conversation would be as follows:

- a) Preparation of press/media list and mailing of advance information;

- b) Advance promotional tour to New Haven for interested media to get story for use on Columbus Day and beyond. Trip to take place first week in October;
- c) Mailing to bureaus based in Washington representing media in communities with large Italian-American populations;
- d) Print and information service;
- e) Media briefings the week of October 19;
- f) Preparation of invitation list for opening - coordinate opening, dignitaries, ceremonies, catering;
- g) Programming of live events to correspond to duration of exhibition October 20 - November 20;
- h) Coordinating community outreach work with Italian-American population in Baltimore/New Jersey -- and with social studies and school groups in Washington area.

IV) Timetable (to be discussed)

GMK:jfd